

Niagara? No



Feminine fact

Our romantic Ivory hero and heroine are now on their wedding trip. Here we see them watching a fall of Ivory Snow turning into Ivory suds.

"Very remarkable," says the gentleman solemnly. "Suds appear immediately because of the instantaneous expansion of these infinitesimal globules even at low temperatures."

"Is that it?" asks our heroine innocently. "I thought it was just because Ivory Snow dissolves at once in cool water."



it's IVORY SNOW

New—dissolves completely—instantly

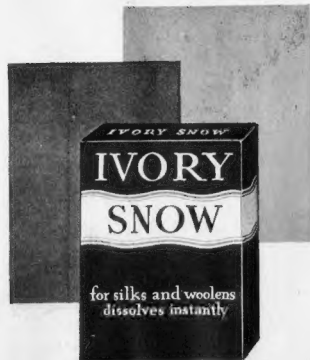
Does it surprise you to find an old friend like Ivory Soap doing something unexpected? Something as new as coming out in an entirely new form? Turning itself into a lovely snowy flurry that looks good enough to eat?

When you're through being surprised, you'll probably say, "How convenient!"

For this new Ivory Snow dissolves completely — instantly — even in lukewarm water, which is, as every

one knows, the right temperature for washing silks and woolsens. Now, even if your water is lukewarm or coolish, you can whisk up your suds in a single swish. And even if you're in a hurry you can be certain that all the little snowdrops have completely dissolved — no clinging to the fabric. They're all gone into quick-rinsing Ivory suds.

Ivory Snow comes in a big box — and costs only 15¢.



99 ⁴⁴/₁₀₀ % Pure